

ABSTRACT

A system that comprises at least one reseller's electronic site wherein each such site is arranged to display information pertaining to products selectable by an accessing user and wherein products that are provided to the reseller are provided from a source independent from said reseller. The system includes at least one database controlled by the independent source, wherein that database is arranged to contain information specific to the source's products that are displayable to the user via the reseller's electronic site and at least one communication link that is controlled jointly by the source and the reseller and that is responsive to a request for updated data so as to provide the latest version of the requested data to a database controlled by the reseller.